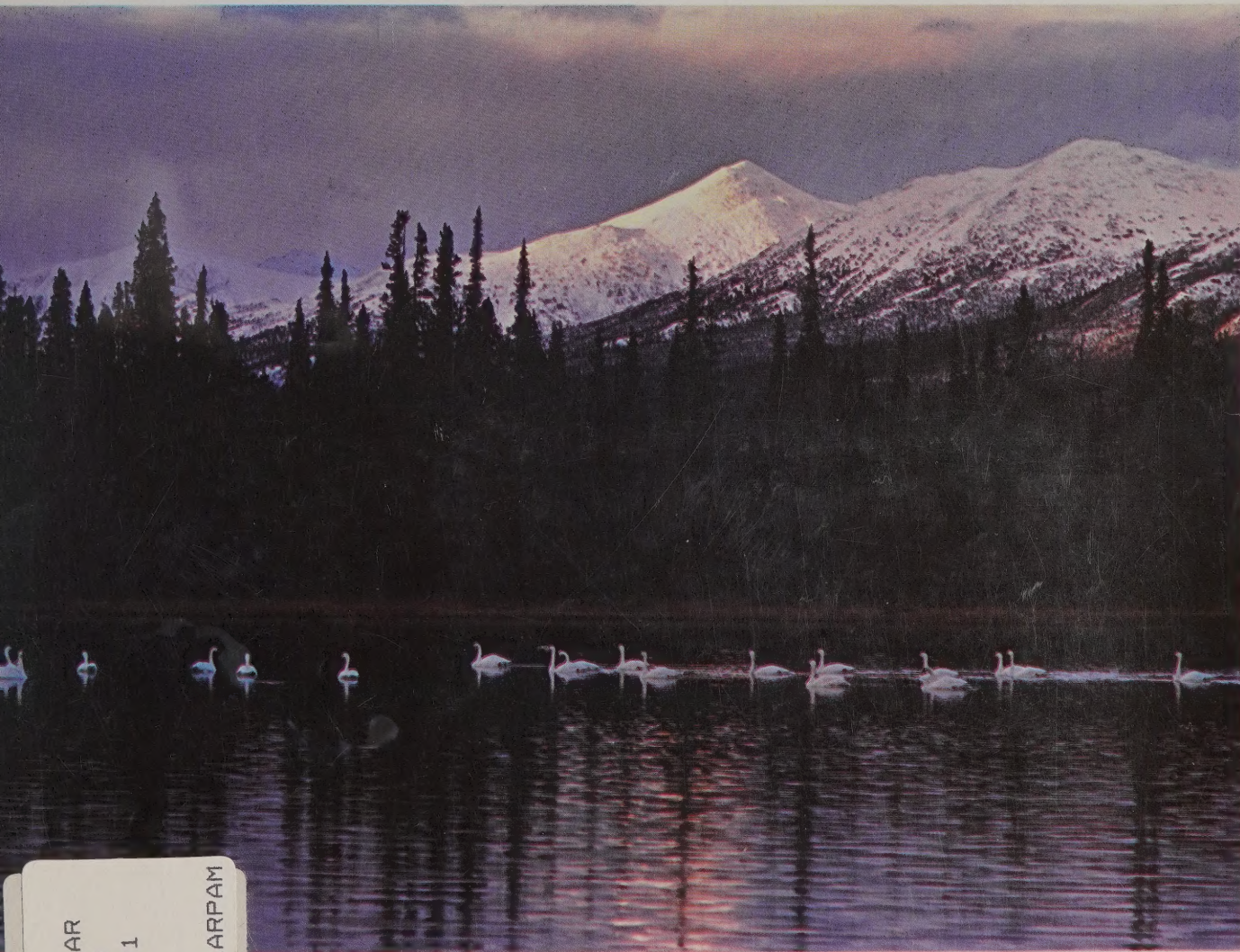
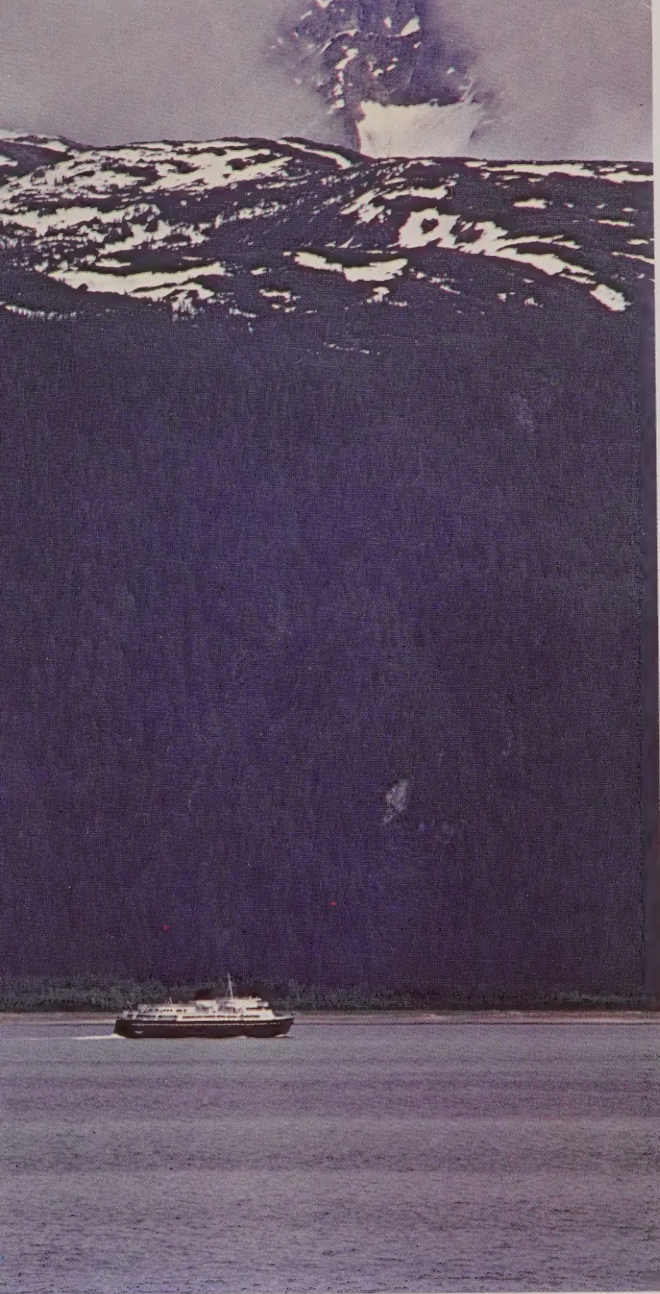


discover yukon



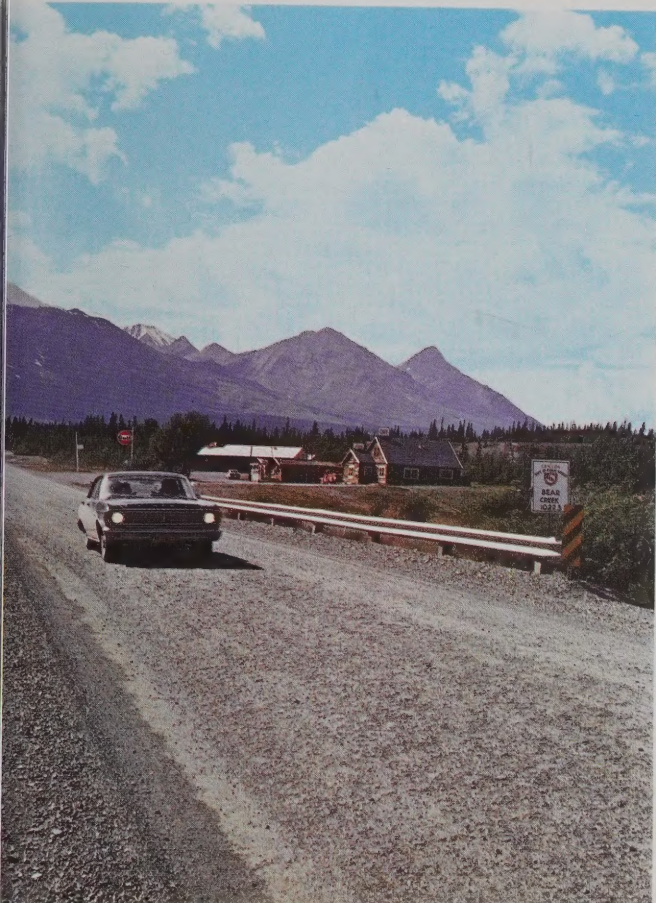
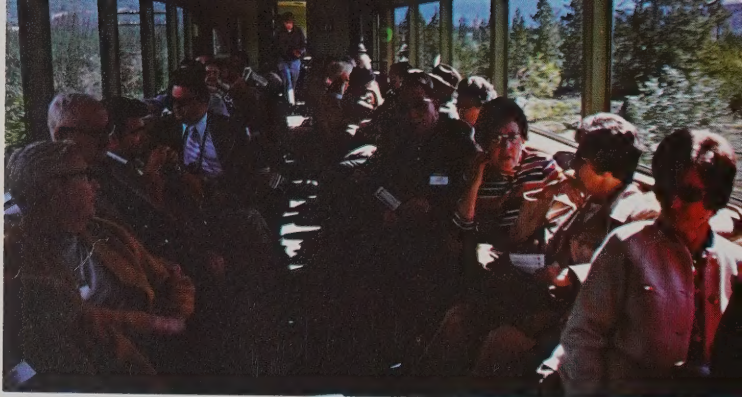
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The Klondike Stampeders of 1898 would be amazed to know that since the days of Sam McGee and Klondike Kate, a journey to Yukon can be made quickly and in comfort. The modern automobile or bus traveller with a taste for adventure will find the 523-mile Alaska Highway and network of Territorial Highways rank high on the list of world famous vacation routes. Jets link the capital of Whitehorse with the "outside" on a twice daily

schedule. Cruise the beautiful inside passage to Skagway or Haines, Alaska. From Skagway you can round out your voyage with a rail excursion on a genuine gold rush railway. From Haines you drive through some of Yukon's most spectacular scenery. Whether you are looking down or looking up at Yukon's amazing countryside, your trip promises to be a memorable experience.

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yukon is unspoiled wilderness

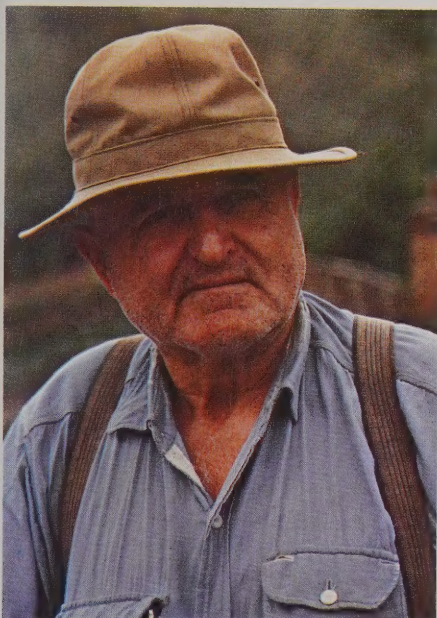
Stand alone on the pine-scented shores of a crystal clear lake and fill your lungs with air so pure you can taste its freshness — you'll discover the magnetism of Canada's Yukon Territory, a land of high mountains, swift rivers and evergreen forests. A land of broad dimensions and nature's realities, Yukon wilderness is yielding gradually to the people who live in this silent and challenging land.

Our Yukon is big — more than twice the size of Great Britain and larger than all of the New England states. Its 207,076 square miles are bordered by British Columbia on the south, Alaska on the west, the Northwest Territories on the east and the Arctic Ocean to the north. Yet only 20,000 people live on this frontier, over half of them in Whitehorse, Yukon's capital city. High elevation and a semi-arid climate produce warm summer weather varying from cool even-

ings to 80 degrees and higher during the long daylight hours from June to September. Average winter temperatures are similar to those in the provincial capitals of Regina or Winnipeg. Mining is the Territory's major industry with annual production over \$100 million. Tourism is Yukon's second largest industry.

Unlike the Canadian Provinces, Yukon is administered as a Territory. The chief executive is the Commissioner, a title carried over from the days of the Klondike Gold Rush when the Gold Commissioner was the highest government representative in the Territory. Today the Commissioner acts under instruction from the Federal Department of Indian Affairs and Northern Development. A seven-member Territorial Council is elected for a four-year term of office and performs the same function as a Provincial Legislature. An elected member of parliament represents the Yukon Territory in the Federal House of Commons.





yukon is people

"This is the law of the Yukon, and ever she makes it plain; send not your foolish and feeble; send me your strong and your sane".

— Robert Service

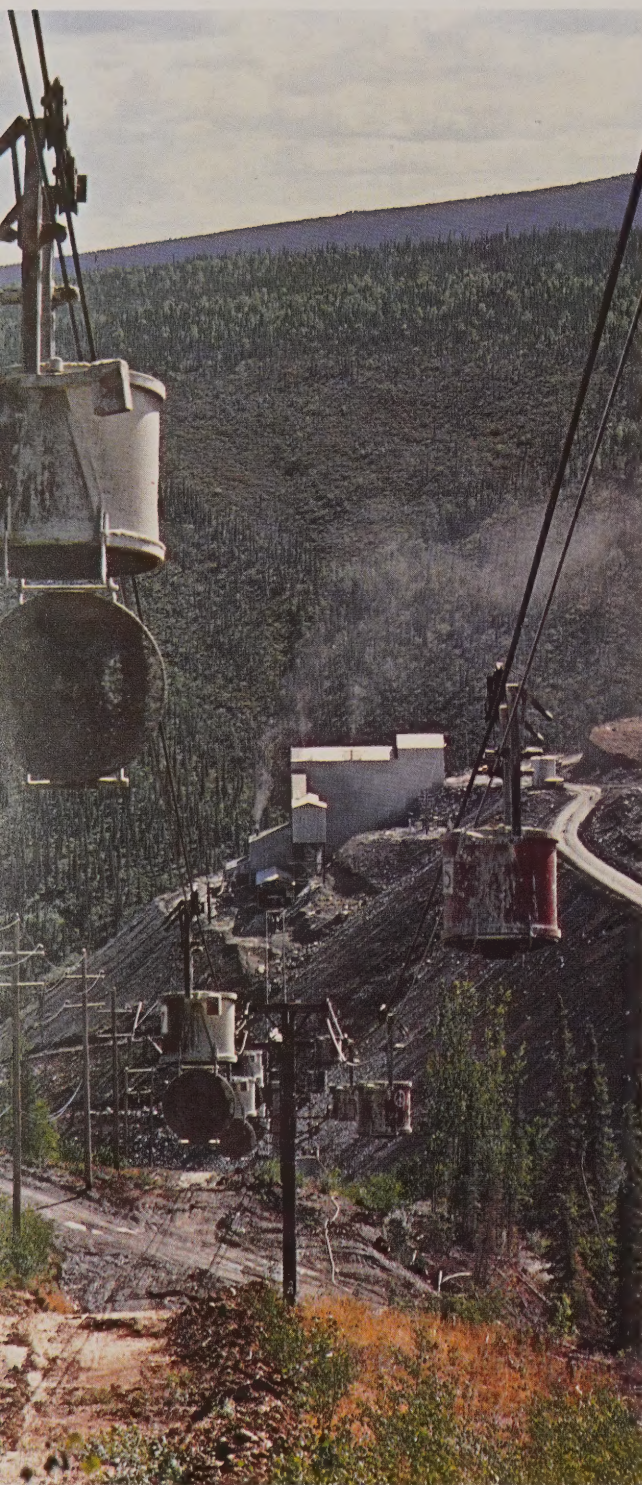
From the bustle and energy of Whitehorse to the serenity of the Indian village of Old Crow high above the Arctic Circle, Yukoners are a singular lot with a zest for life. You'll recognize it when you meet them — hardy construction workers, railway men, Indian trappers and dog mushers, doctors, lawyers, teachers and shopkeepers. They're friendly and generous, the sort of people who always seem to gather when there's a big job to do. They work hard and play harder and take special pride in making strangers welcome. It won't be long before you learn that the Yukon is "inside" and everywhere to the south is "outside"; find our pace of life different, and our people as refreshing as the land.



yukon is frontier

Canada's Yukon Territory is a land of mystery with tantalizing possibilities. As part of the tremendous area at the top of our continent, it lends a special mystery to the role the future has in store for Canada. At the turn of the century, Yukon filled the world's eye and was better known internationally than all the rest of Canada put together. Gold crazed men moved like lemmings from every corner of the globe to muck for the riches of the Klondike. Since that time Yukon has never really lost its image as a bustling, hustling crossroads of the north. To push back the frontier and lay bare the land's great wealth required men of boundless energy and imagination. In a land where man's mistakes are not forgiven easily, radio and aircraft have cracked the Arctic solitude; modern hospitals have been built in the larger communities, mining towns have sprung up where before there was only wilderness, and the ethereal hush of the forest is interrupted by the growl and crunch of men and machines moulding the future. Schools, residential housing, modern office buildings and shopping centres are changing the northern skyline. Our land is a frontier where the known meets the unknown, where men's minds must devise new solutions to new problems.





yukon is industry

Yukon industry was born on a quiet summer day in 1896 when a prospector named George Carmack discovered gold on Bonanza Creek, a tributary of the Klondike River. When news of the rich strike reached civilization nearly a year later, thousands of men joined the mad dash to the Klondike. The "sin and blaze" of the days of '98 are mostly memories now but the vigor of the early Stampeders remains. Although gold is now a small industry, silver, lead, zinc, copper and asbestos production has created a more stable Yukon economy. While the mining industry promises to be our economic base for years to come, potential for large petroleum discoveries, development of smelters and pulp mills and increased hydro electric power is excellent.

Prevailing overall is a new energy in Yukon, and not since the days of the Klondike Gold Rush have so many been so willing to make the north their permanent abode. From the giant open pit mines to the drilling rigs on the northern plains you can feel the pulse of industry. You can hear it in the grumble of ore trucks, in the drone of aircraft moving seismic and geophysical crews to new sites and you can see it in the bustling capital of Whitehorse and in the small towns throughout the Territory. The future has never been brighter for Yukoners and those who choose to come here will still find room to grow in this land with a golden past and a promising tomorrow.





yukon is klondike

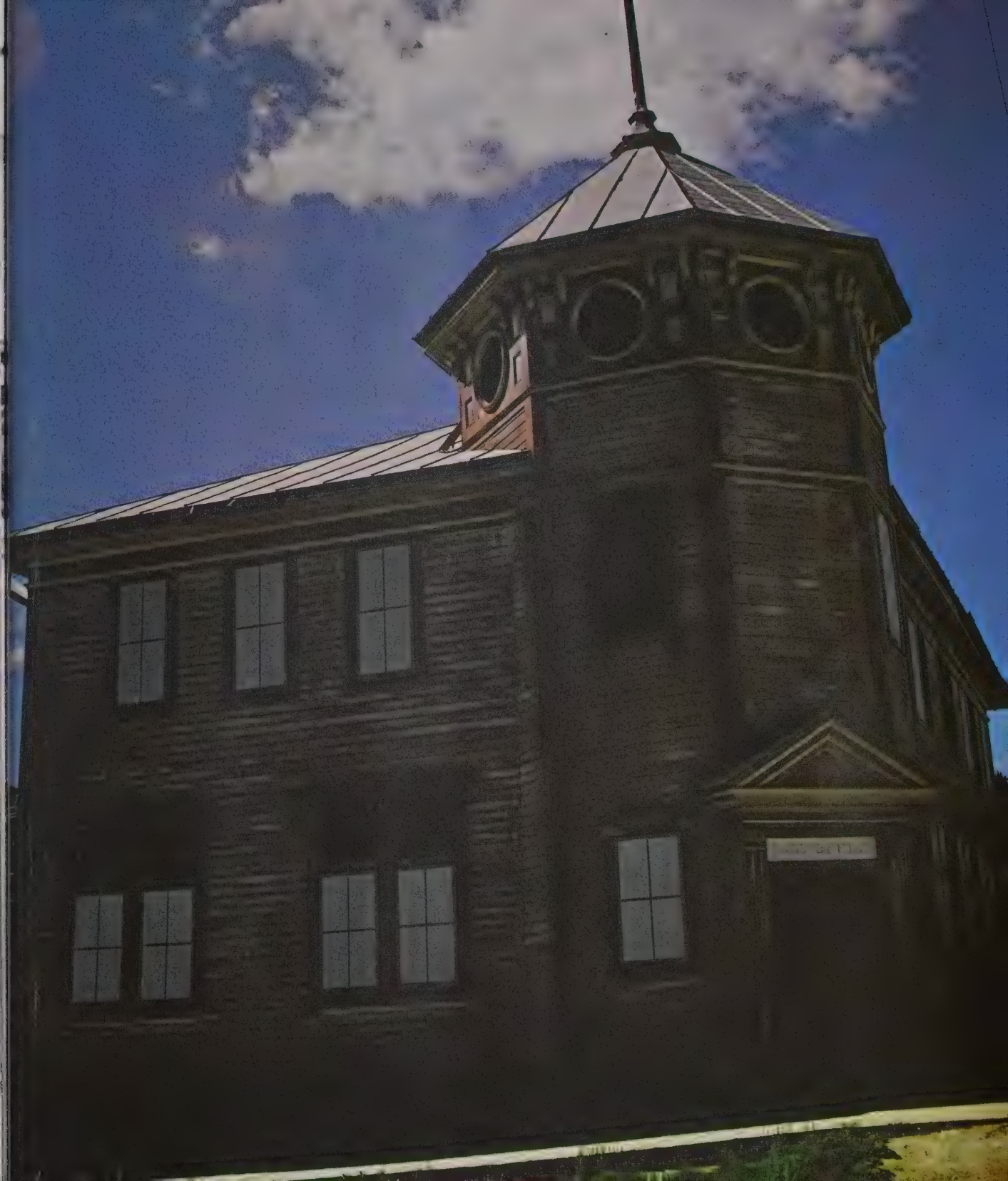
Canada's Yukon Territory has an exciting past highlighted by the most colorful gold rush the world has ever known — the Klondike Gold Rush.

Before the Klondike boom, fur trading brought the Hudson's Bay Company into the country early in the 19th Century. By 1880 a few adventurous prospectors reached the Yukon Valley, following the pay streak from California past the British Columbia gold fields. The discovery was made near the present site of Dawson City on August 17, 1896, and without benefit of radio, television or jet aircraft, word spread around the world with astounding speed. Thousands of men struggled to the Klondike from every corner of the globe. They clawed their way up freezing mountain passes, built flimsy boats from wipsawed trees, drove dog teams — and some walked to Dawson, the rip-roarin' City of Gold.

When the pay dirt petered out, the population of the Territory dwindled, and it wasn't until the construction of the Alaska High-

way that Yukon again imported a large population. These two events, more than any others, have shaped and moulded the destiny of our land.

The modern visitor to Canada's Yukon can stroll the same boardwalks where women in fine imported silks rubbed shoulders with mud-encrusted sourdoughs, be entertained in a luxurious opera house built by a notorious Indian fighter and Wild West showman and visit restored paddlewheel riverboats. He can hike the famed Chilkoot Trail or pan his own gold from the creeks; visit museums rich with gold rush and Indian lore and even listen to the "ghost" of Robert Service recite his verses daily from the stoop of his cabin in Dawson City. Today's visitor can pit his gambling skill against bearded men in brocaded vests or just sit quietly on the banks of the Yukon River and let his mind dwell on the spell of the place where the past and present blend and only the land remains eternal.



yukon is living

You'll never be closer to nature than when you Discover Canada's Yukon — mountains, lakes and rivers offer a complete range of outdoor enjoyment guaranteed to delight the most discriminating enthusiasts. Campers will find convenient government campgrounds along Yukon's network of highways. Streams and lakes offer a variety to the fisherman while hunters can stalk the Dall Sheep, Moose, Caribou or Grizzly Bear trophy they have always dreamed of. Mountaineers and hikers will find challenging climbs in the St. Elias Range, North America's highest mountains, and opportunities for the canoeist and power boater are unlimited.

Photographers and artists will be astounded at the grandeur of the mountains and valleys, picturesque settlements and towns and the thread of history which runs through this land. If you're a rockhound, you'll find jasper, black diamond, jade and numerous other minerals and stones. Sightseers will never run out of things to excite their interest whether it's the world-famous collection of mileposts at Watson Lake in the south, the view from the top of Keno Mountain near Mayo, spectacular Tekhanne Falls or beautiful Kluane Lake, the largest lake in the Yukon. There are over 500 species of wildflowers in this northern land and a great variety of birds.

If you're fortunate enough to visit us in February, you'll see how Yukoners cure cabin fever during "Sourdough Rendezvous", a week-long winter carnival featuring dog sled racing and other northern fun and games. In Dawson City, "Discovery Day" is the annual celebration commemorating the discovery of gold. It's an official Yukon holiday with exciting raft races on the Klondike River, Indian dances and another chance to turn the clock back to the frantic days of the gold rush. But most of all you'll discover that life in Yukon's larger centres is similar to that of other Canadian communities of comparable size. There are supermarkets and modern department stores. Yukoners drive late model cars, go to the movies, watch television, listen to radios and hi-fi's. They enjoy hockey games and curling in winter; then fish, hunt, boat and swim in summer. Come visit us soon and Discover Canada's Yukon Territory for yourself.

During the Yukon summer, days are warm and long — up to 24 hours long near the Arctic Circle in June and July. Temperatures can range from a comfortable 70 degrees to the odd northern sizzler in the 90's. Yukoners dress comfortably and informally, summer and winter. Bring a sweater or light jacket for the cool evenings and plan to be casual when you hit the bright lights of our larger towns. Campers should carry insect repellent but don't be disappointed if you don't get a chance to use it — Yukon's bugs are no bigger or more numerous than in most southern forested areas. If you visit the Yukon in winter — pack long underwear, a heavy overcoat or parka, lined boots and mitts or warm gloves you'll need 'em.







YUKON COAT OF ARMS

The wavy white and blue vertical stripes denote the Yukon River and the rivers and creeks where gold was discovered. The red peaks represent mountains, the gold discs — Yukon's mineral resources, St. George's Cross refers to the early Hudson's Bay Company explorers and traders from England, while the round in the centre is the symbol of the fur trade. The crest displays the Malamute dog, an animal which played an important part in the early history of the Yukon.

YUKON OFFICIAL FLOWER

The Fireweed (*Epilobium augustifolium*) is the Yukon Territory official flower. The Fireweed springs up along all Yukon highways, sometimes covering hillsides for miles. Hardy as well as beautiful, it is usually the first flower to appear in burned-over areas, hence its name.

THE YUKON SYMBOL

The distinctive Yukon Symbol derives from the heroic climb of Klondikers on the Trail of '98 — the route of unbelievable hardships that took thousands of men to the beginnings of the greatest Gold Rush the world has ever known. It tells of Yukon's proud past, today's energy and the promise for the future.

Photography: Wayne Towriss, Department of Travel & Information, Government of Yukon Territory, Whitehorse, Yukon Territory
Historical Photographs Courtesy: Vancouver Centennial Museum

CAMPGROUND FEES



To help pay for maintenance of our campgrounds, an annual fee of \$5.00 is charged. This entitles you to an attractive windshield sticker and camping privileges in all Yukon Government campgrounds. Windshield stickers are available from visitor information centres, selected commercial outlets, territorial agents or campground maintenance men. Happy camping.

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Wayne Towriss, Department of Travel & Information, Yukon Territory, Whitehorse, Yukon Territory
Photographs Courtesy: Vancouver Centennial Museum



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